

# Day Draws Huge Crowd



Serving up dish after dish of ice cream, cheese, and milk are Dairy Ambassador Heather Pease, Susquehanna County Dairy Princess Karen Hubbard, and Dairy Maid Heidi Page.

dangers of trying to time the market.

"Your goal is to lock in a stable and profitable price. Don't focus on whether you make or lose money on a futures position. Focus on whether or not you make or lose money

with the combination of your futures position and the cash sale."

Selling futures also has costs including brokerage fees that must be considered in the total picture.

Another tool available to

John Perry, left, a medical technologist with Barnes Kasson outreach program takes a blood sample from Tim Booth of Clark Summit. Blood cholesterol screening, blood sugar screening, and PSA tests were offered free of charge to all who requested them.

some farmers is forward contracting. With this tool, the farmer would contract with a buyer at a predetermined price.

"These are gaining in popularity partly because of the volatility that we are now facing that

we haven't seen before," said Curley.

Curley said that forward contracts are not available to everyone. "Cooperatives are not required to pay the minimum blend price, so if you forward



contract with a cooperative for \$12.00 and the actual price of milk is \$12.50, the cooperative only pays you \$12.00," explained Curley.

"Once the cooperative is paid the minimum blend price, they can do anything they want with it because in the strictest interpretation of the law, once the cooperative is paid, you're paid."

The balance of the money would be retained by the cooperative.

Other buyers are required by law to pay the minimum blend price, so they don't offer the option.

"If an independent processor would forward contract with you for a certain dollar amount and the minimum price would come in higher, legally, they're required to pay the minimum blend price," said Curley.

Individual cooperatives also offer programs to smooth out the price swings.

"Every cooperative has their own program that they offer and they're all a little bit different, so you need to sit down and look at them all," said Curley.

Playing the futures market and forward contracting are not tools that everyone could use.

"These programs are designed to smooth out the rough spots," said Curley.

In other Dairy Day activities, winning pies included a peanut delight pie by Robin Campbell, a cream puff pie by Kay Gow, and an apple pie by Jean Castrogiovanni.

Proceeds from the pie auction were divided between the Dairy Princess Program and Susquehanna County 4-H. This year \$2,730 was raised from 30 pies, with the high seller going for \$265.

Also at the event, health screening tests including PSA tests for men and blood sugar and cholesterol screenings were offered free of charge.

"We'll do about 80 blood tests today," said John Perry, a medical technologist with Barnes Kasson Hospital. "We come here as a way to give back to the community."

Also offered were tetanus vaccinations, testing of the respiratory capacity of the lungs, and a blood oxygen concentration test.

## ADADC Makes The Best Hot Chocolate

SYRACUSE, N.Y.—When temperatures drop, the best way to warm yourself inside and out is with a steaming cup of hot chocolate—made with milk—of course!

This winter, American Dairy Association and Dairy Council, Inc. (ADADC) Communications staff set out to show consumers the trendiest and tastiest ways to enjoy this favorite treat.

To kick off the first day of winter and to show consumers just how much better hot chocolate made with milk tastes, ADADC arranged for Old Man Winter to distribute hot chocolate to commuters at Union Square Greenmarket.

Teaming up with Manhattan's Chic City Bakery and joined by the WNBC weatherman, on-air coverage featured consumers enjoying cups of hot chocolate, and City Bakery owner describing the recipe for his famous chocolately concoction.

In addition, ADADC pitched local television stations on the concept of creating a hot chocolate gift basket as a holiday hostess gift, containing all the goodies needed to create a delicious cup of hot chocolate, such as gourmet cocoa powder, chocolate covered spoons, cookie straws, marshmallows, and, of course, a gallon of milk! Also included was a copy of MilkPEP's "Hot Chefs, Hot Chocolate" recipe brochure.

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